

U. S. Steel Incorporates Delaware Unit Better Coordination of Branches Sought

At the conclusion of a meeting of the presidents of the subsidiary companies of the United States Steel Corporation held late last week in New York City, Myron C. Taylor, chairman of the board, made the following announcement:

Within the past ten years the United States Steel Corporation has conducted an exhaustive study of all of its affairs with a view better to adjust its capital structure, its plant locations, its character, equipment, operations and personnel, to meet modern operating conditions. To this end it has already made and is still making large expenditures for improvements in those localities best suited to its operations and for the better service of its customers in its natural markets, from time to time it has announced the major policies which have been developed and made effective.

The concluding plan of major revision in this ten-year cycle of activity is intended to accomplish a more closely coordinated relationship between the activities of its several subsidiary companies. The first feature of that plan, consisting of various consolidations of subsidiaries within the corporation, has already been effected, an outstanding example being the merger of the activities of Carnegie Steel Company and Illinois Steel Company in 1935, followed in 1936 by the addition of American Sheet & Tin Plate Company, under the corporate title of Carnegie-Illinois Steel Corporation.

Form New Corporation
Many changes in personnel have taken place at various times, and others have been recently announced.

To accomplish a closer operating relationship between the several subsidiary companies it has now been concluded to concentrate the supervision of a considerable number of the existing subsidiaries, excluding public service subsidiaries and railroads, within a management corporation to be known as the United States Steel Corporation of Delaware, the entire capital stock of which is owned by the parent company, the United States Steel Corporation of New Jersey. The companies thus involved contemplate a contractual relationship with the United States Steel Corporation of Delaware, under which they will arrange for its services in a supervisory capacity.

The principal headquarters of the Delaware Corporation will be at Pittsburgh, which is a central location more convenient to the management of the subsidiaries and more closely in touch with the atmosphere of steel operations. This arrangement will also bring the staff of the Delaware Corporation into closer and more intimate relationship with current activities of such subsidiary companies.

Subsidiaries Will Continue
The board of directors of the Delaware Corporation consists

of 21 members. Benjamin F. Fairless is president of the Delaware Corporation and, as heretofore announced, will on Jan. 1 become president of the United States Steel Corporation of New Jersey. Following are the directors:

William Beyce, G. C. Kimball and Walther Matheus, Chicago; A. N. Diehl, San Francisco; Robert Gregg, Birmingham; B. F. Harris, M. D. Howell, C. V. McKaig, Thomas Moses, L. A. Paddock and J. L. Perry, Pittsburgh; E. M. Voorhees, E. E. Zimmerman, C. H. Rhodes and E. R. Stettinius, Jr., New York, and Fairless.

The United States Steel Corporation of New Jersey will continue to maintain its offices as heretofore. Under the proposed arrangement the respective subsidiaries will continue business in their own names as previously. The arrangement described will, it is believed, secure better coordination of the activities of the subsidiaries, greater facility and effectiveness in the conduct of current transactions, improved efficiency, and be productive of a more complete identity of interest. The arrangement will come effective Jan. 1.

Originated in 1929
The principal subsidiary companies, the supervision of which is to be concentrated in the management corporation, to be known as the United States Steel Corporation of Delaware, are as follows: American Bridge Company, American Steel and Wire Company, Carnegie-Illinois Steel Corporation, Columbia Steel Company, H. C. Frick Coke Company, Michigan Limestone and Chemical Company, National Tube Company, Oil Well Supply Company, Oliver Iron Mining Company, Pittsburg Limestone Company, Pittsburg Steamship Company, Scullery Steel Products Company, Tennessee Coal, Iron and Railroad Company, U. S. Steel Products Company, Union Supply Company.

After the release of the announcement by Taylor, he was asked whether the plan announced represents a new development, to which he replied: "We began the study of this plan in one form or another in 1929, resulting in many progressive drafts in 1931 and 1932, and in its broad aspects it was agreed upon by the Board of Directors in 1932. The United States Steel Corporation of Delaware was organized in 1933, as

the first step in carrying out the plan.

"Preoccupation with the pressing events of the great depression and the consequent engagement of the organization with respect to National Industrial Recovery activities, and with other plans heretofore announced, rendered it desirable to postpone further action. These plans were resumed however with the consolidation of Carnegie-Illinois in 1935, and of American Sheet and Tin Plate Company with Carnegie-Illinois in 1936.

"While we have at times contemplated complete consolidation of all manufacturing properties into one corporation, we have considered that up to the present time this would not be desirable. The setting up of a management corporation with the new appointments to high executive positions, together with the bringing of officials of the Delaware Corporation and the presidents of the subsidiary companies now affected into close relationship through contractual management arrangements and placing the latter upon its board of directors, will, we believe, result in closer cooperation and better coordination of activities while preserving the autonomy of the operating companies."

'Bookie' Control Law Under Study

(Continued from Page 1-A)
Climan Tom McGuire, City Attorney C. T. Rippey was instructed to contact other county cities to see what they are collecting as license fees and report to the council Monday afternoon, Dec. 20, at 4:45 o'clock when the amending ordinance will be read and adopted on its first reading.

INTEND TO WED

Notices of intention to marry were filed this week on behalf of the following residents:

Rollie Crum Calvert, 61 of Lakopart, and Hattie Pearl Leterman, 55, of Route 1, Torrance.
Harold W. Gents, 21, of 2147 Caballo, and Frankie Lee Wilhoit, 18, of Long Beach.

Herman L. Viehaus, 45, of 2263 West 255th street, Lomita, and Mildred Anderson, 31, of 1513 Cota avenue.

Simon Jacob Schipper, 25, of 1808 Sepulveda boulevard, and June Marie Reed, 18, of Torrance.

Herald Ads Save You Money

May Change Name of Slough

"Lake Machado bird refuge" may be the name of the area now known familiarly as "Nigger Slough" if a proposal under consideration by the board of supervisors receives support of the California History and Landmarks club and other interested groups and individuals.

Three county department heads were designated this week by the county supervisors to meet with a committee from the historical society and the Federation of Women's clubs, to discuss the proposal. The idea was broached by Supervisor H. C. Legg at Tuesday's meeting of the board.

Also pending before the board is a proposal to drain the slough into the west channel of the harbor by connecting it with Slough into the basin. Draining the slough would permit the surrounding land to be used for industrial purposes, and make it valuable for the

owners, it was pointed out, with the result that there would be a good tax yield from the property.

TWO BARGAINS FOR THE PRICE OF ONE!

Delicious... Tasty
CHOP SUEY
and Other Chinese Foods

FREE!... Beautiful
1938 CALENDARS

**CHERRY BLOSSOM
CHOP SUEY PARLOR**
1314 SARTORI
Torrance

HOW'S YOUR ROOF

Torrance Lumber Co.
CARSON & BORDER PHONE 61



HOME for the Holidays!

The very best way to go is by Greyhound. Frequent service makes it convenient... Big, modern coaches make it comfortable... Low fares make it economical. Go by Greyhound Bus...
Examples of Low Round Trip Fares:
San Francisco \$11.80
Santa Barbara \$8.80
San Diego \$9.65
Phoenix \$10.80

GREYHOUND

DO YOU NEED A JOB—Advertise in the Herald Classifieds



For all the family for all the year

ARE YOU WONDERING what to give that will be unusually thoughtful, useful, and "different"? Give telephone service. The bill can be sent to the donor and the telephone delivered, "wrapped for Christmas."

SOUTHERN CALIFORNIA TELEPHONE COMPANY
1266 Sartori Ave. Telephone Torrance 4600

Just 8 More Days of Christmas SAVINGS at Western Auto Supply Co.

There'll be Shouts of Joy Christmas morn if you give a Western Flyer

For the Family
The Gift-of-Gifts for family or individual... a superb 1938 model Western Air Patrol Radio... will be a reminder of your thoughtfulness for years to come... Marvelous new models, unexcelled beauty and performance... as low as \$15.95 (for a table model)... Easy Terms.

For Car Owners
Motorola America's Finest Car Radio... The Finest Gift for any Car Owner... Doubles the pleasure of motoring—Unparalleled for distance, selectivity, natural tone and dependability. Five superb models. \$32.95 to \$69.50—Terms.

For Sport Lovers
If he likes to fish or go camping... make your selections at WESTERN AUTO'S OUTING DEPARTMENT... In addition to just about everything you'll find in our "SURE-TO-PLEASE" department... also find... fishing tackle that every angler will be proud to own... at prices that are easy on the budget...

Tree Lighting Sets With G. E. MAZDA Bulbs... 100% American made—safe and durable—approved by Underwriters... Sets for indoors or outdoors. Also genuine MAZDA bulbs. Ask for LOW PRICES!

The Wonder-Star Tree Light
Three Year Guarantee
Many Beautiful Colors.
Ask for LOW PRICES!

"Sure-to-Please" GIFTS for "Tinker-Arounders"
Many a man and boy who'd rather repair a good tool box of some practical tools for Christmas than some fancy "do-dads" they so often receive... You can make a big hit with Auto, on tool boxes, wrenches, electric drills, wrench sets of all kinds, tool grinders, heavy hammers, screwdrivers, heavy duty knives, bench vices, blow torches, etc... Quality etc... Quality at low prices!

SEAT COVERS Always Please
The Best Cost Less at "Western Auto"
You'll certainly "click" patterned, durable Seat Covers to every car owner on your list. At "Western Auto" you'll find the West's largest assortment of Slip-On and All-Over Seat Covers—at prices for every budget requirement. Check over your list now, then Save at "Western Auto"...

SAVE ON TIRES and Batteries
For personal use—or as practical gifts—you'll find the West's greatest values in WESTERN AUTO's Western Giant Tires... will make a big hit... Long life for every penny... Low Prices. Terms... Western Waco Batteries... welcome by any car owner... powerful, long starting, long life... Prices—Terms.

SAVE with SAFETY at Western Auto Supply Co.
More than 200 Stores in the West
1273 Sartori Ave. PHONE 265 TORRANCE

Hundreds of "Sure-to-Please" Gifts at "Sure-to-Please" Savings
OPEN EVENINGS TO 9
SATURDAY, MONDAY, TUESDAY, WEDNESDAY AND THURSDAY...
December 18, 20, 21, 22, 23... for your convenience. Open Friday, Dec. 24, to 6 P.M.

"Sure-to-Please" Gifts under \$1.00
Accelerator Pedals, Arm Rests, Ash Receivers, Auto Horns, Auto Thermometers, Baby Auto Seats, Bicycle Horns, Brake Extensions, Bumper Guards, Combination Lighters and Ash Receivers, Driving Cushions, Fender Guides, Gearshift Balls, Goggles, Headlight Indicators, Key Cases, License Plate Frames, Mirrors, Picnic Jugs, Radiator Ornaments, Splash Guards, Spotlights, Tail Lights, Trunk Racks, Vacuum Bottles, Vanity Mirrors.

"Sure-to-Please" Gifts under \$2.00
Auto Clocks, Auto Compasses, Auto Horns, Automatic Cigar Lighters, Baby Hammocks, Bumper Guards, Clock Mirrors, Glove Shields, Driving Cushions, Grille Guards, Horn Ring Buttons, Illuminated Fender Guides, Lunch Kits, Picnic Jugs, Radiator Ornaments, Steering Wheel Spokes, Radio Globes, Trunk Racks.

"Sure-to-Please" Gifts under \$5.00
All Wool Robes, Auto Fans, Auto Horns, Automatic Cigar Lighters, Bicycle Speedometers, Center License Light & Bracket, Clock Mirrors, Driving Gloves, Electric Windshield Wipers, Fog Lites, Folding Baby Buggies, Motometer Ornaments, Spotlights, Trunk Racks, Wind Wings.

"Sure-to-Please" Gifts over \$5.00
All Wool Robes, Auto Fans, Auto Horns, Battery Chargers, Fog Lites, Hot Water Car Heaters, Inside Control Spotlights, Oval-Lites, Road Lites, Pyrene Fire Extinguishers, Trunk Racks, Wind Wings.

CONSOLIDATED LUMBER CO.
1826 - 213th St. Ph. 129

FREE ROOFING INSPECTION and ESTIMATES GIVEN!

- BUILT-UP ROOFING
- COMPOSITION SHINGLES
- HOT COATING

Headquarters For
COLLETTE BROS.
ROOFING CONTRACTORS

CHEVROLET
THE SYMBOL OF SAVINGS

CHECK CHEVROLET'S LOW DELIVERED PRICES

✓ Check Chevrolet's low gas consumption...
✓ Check Chevrolet's low oil consumption...
✓ Check Chevrolet's low upkeep costs...
✓ Then check the many exclusive features of THE CAR THAT IS COMPLETE and you'll know "You'll be AHEAD with a CHEVROLET!"

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Ed. Thompson
"THE MAN WHO TREATS YOU RIGHT"
1600 Cabrillo Avenue Torrance Phone 592